

5.1.4 Increasing Seat Belt Use

This Critical Emphasis Area was driven by the fact that it is against the law for people not to wear a seat belt when traveling in a motor vehicle on Vermont's highways, and by data telling us that half of the people killed in traffic crashes in Vermont were not wearing protective seatbelts.

As well, this issue has been a primary topic of conversations and discussions among law enforcement officials at all levels as well as other government agencies and departments and business groups in Vermont.

The strategies outlined in this CEA speak directly to the need for greater public knowledge of the consequences of a highway death, steadfast enforcement of laws that govern driver's actions on the highways and a recommendation for a standard seat belt law.

In the latter matter, it is noteworthy that other CEAs have a similar recommendation noting that a standard driver protection law will actually save lives and mitigate the extenuating circumstances surrounding the emotional and economic losses stemming from someone being killed in a traffic crash on Vermont highways.

It is also noteworthy to address the impact of this issue on the Vermont business community who employ thousands of workers who are on the highway every day delivering products and services. A reduction in the number of highway fatalities and serious injuries stemming from seat belt use will have a positive economic impact on families and businesses alike.

Strategic Highway Safety Plan for Vermont

CEA 4	Increasing Seat Belt Use & Airbag Effectiveness
Strategy 1	<u>Raise public awareness of the importance of safety belt use and the link to airbag effectiveness</u>
Targets	All Vermonters but with a special emphasis on age groups with the lowest use rate: 18-24 year olds & Male pick-up truck drivers
Implementation	State-wide Public Awareness Campaign
Time Frame	Less than short term (within six months of program approval)
Output	Messages written and produced; Contact made and liaison established with Vermont's media; Media "buys" made and messages aired
Outcome	Increase safety belt use to 90% (general population) within 10 years; Increase safety belt use in the target groups to at least 75%; Decrease human and monetary cost of crashes (priceless)
Data Needed	Crash data (Percent of safety belt use in fatal and serious crashes); Observational survey data (to determine seat belt use); Cost of Crashes - all costs including: Potential years life lost & Monetary costs – medical, insurance, property etc.
Data Collection	Governor's Highway Safety Program (FARS); VT Center for Justice Research; Appropriate State and Federal Departments and Agencies
Funding	Participating State and Federal Departments and Agencies; Philanthropic organizations
Entities Involved	Governor's Highway Safety Program; VT Center for Justice Research; Appropriate State and Federal Departments and Agencies
Measure of Performance	The number of times the media messages were aired; Credible evidence of increased seat belt use especially by target group population
Notes:	<p><u>Sub-Strategies:</u> Refine media messages for priority target population located in Chittenden, Washington, Rutland, Windsor and Windham counties; Special messages for secondary target population located in Caledonia, Lamoille, and Orleans counties; Use celebrity voices, especially stock car drivers from these areas.</p> <p><u>Potential Roadblocks:</u> Non availability of specified air time; Lack of funds to implement this program</p> <p><u>Keys to Success:</u> Availability of specified air time; A crystal clear message; Credible evidence that message is heard and heeded</p> <p><u>VT's Business Community:</u> Involving Vermont's business groups and organizations before implementation will give businesses an "ownership" position in the implementation of this highway safety strategy that will impact their employee's workplace, which may be essential in achieving public policy support for the strategy.</p>

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CEA 4	Increasing Seat Belt Use & Airbag Effectiveness
Strategy 2	<u>Enact a Standard Safety Belt Law</u>
Targets	All motor vehicle drivers and passengers in Vermont
Implementation	Legislative action
Time Frame	Short Term (1 to 2 years)
Output	Lobbying by business and motorists groups and organizations; General public input to the legislative process; Provide Legislators with evidence of success in reducing serious injury and death by using seat belts
Outcome	Critical evidence shows marked reduction in serious injury and death in motor vehicle crashes; Thousands of dollars in personal and business losses are saved
Data Needed	Cost of serious injuries and death in motor vehicle crashes; Impact of cost of serious injuries and death in motor vehicle crashes on economic segments of society (homestead, business); "Saved by the Belt" data
Data Collection	Governor's Highway Safety Program (FARS); VT Center for Justice Research; Vermont Department of Labor (Workers Compensation)
Funding	No additional funding needed
Entities Involved	Department of Public Safety; Governors Highway Safety Program; Vermont Department of Health; Vermont Department of Education; Vermont Agency of Transportation; Employer Groups and Associations; Vermont Department of Labor; Department of Worker's Compensation & Safety; Community Traffic Safety Programs; Youth advocacy groups
Measure of Performance	Standard Seat Belt Law enacted; A fine of \$200.00 for a first offense is established.
Notes:	<p><u>Sub-Strategies:</u> Seek re-enforcement of strategy from editorials and columnists in weekly and daily newspapers; Enlist favorable lawmakers such as Senator Edward Flanagan.</p> <p><u>Potential road blocks:</u> Recalcitrant lawmakers and opposition from "freedom of choice" advocates.</p> <p><u>Keys to Success:</u> A legislative majority in favor of this legislation; Administration support; Public support</p> <p><u>VT's Business Community:</u> Involving Vermont's business groups and organizations before implementation will give businesses an "ownership" position in the implementation of this highway safety strategy that will impact their employee's workplace, which may be essential in achieving public policy support for the strategy.</p>

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CEA 4	Increasing Seat Belt Use & Airbag Effectiveness
Strategy 3	<u>Increased enforcement of traffic safety laws in Vermont</u>
Targets	All Law Enforcement Agencies in Vermont
Implementation	Click It or Ticket or similar campaigns at the state and local level
Time Frame	Less than short term (three to four months)
Output	Law enforcement community creates and fine-tunes the program
Outcome	More motorists buckle up due to threat of ticket; More seat belt citations are issued Public perception increases that Vermont is serious about seat belt use; Increased seat belt use
Data Needed	Present and future number of seat belt citations issued; Number of fatalities or serious injuries that could have been avoided with seat belt use
Data Collection	VT Center for Justice Research; Law Enforcement Departments and Agencies
Funding	Legislature; Local and County Governments; Federal grants; Philanthropic Sources
Entities Involved	Law Enforcement Departments and Agencies
Measure of Performance	Established public perception that unbelted motorists will get a ticket
Notes:	<p><u>Sub-Strategies:</u> Identify law enforcement agencies willing to establish pilot program. Create public relations media campaign. Monitor program for refinement for implementation in other areas of the state.</p> <p><u>Potential Roadblocks:</u> No standard seat belt law; Negative public reaction.</p> <p><u>Keys to success:</u> Enactment of standard seat belt law; Demonstrated public support.</p> <p><u>VT's Business Community:</u> Involving Vermont's business groups and organizations before implementation will give businesses an "ownership" position in the implementation of this highway safety strategy that will impact their employee's workplace, which may be essential in achieving public policy support for the strategy.</p>

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CEA 4	Increasing Seat Belt Use & Airbag Effectiveness
Strategy 4	<u>Engage the Vermont business community in mitigation efforts</u>
Targets	All Businesses in Vermont
Implementation	Company or business policies requiring use of seat belts on company business
Time Frame	Less than short term (three to four months)
Output	Companies and businesses establish and enforce seat belt policies
Outcome	Reduction in the number of fatalities and injuries sustained by individuals delivering products and services in Vermont
Data Needed	Identify businesses that do not have seat belt policies in place, crashes involving people driving on company time, and cost of worker's compensation directly attributable to crashes.
Data Collection	Telephone calls, emails, VAOT crash data, VDOL data and businesses' records
Funding	None needed
Entities Involved	VDOL, Vermont business Groups and organizations plus individual Vermont businesses
Measure of Performance	The number of businesses with new or revised and enforceable seat belt policies
Notes:	<p><u>Sub-Strategies:</u> Establishment of an effective working relationship between government and businesses in Vermont.</p> <p><u>Potential Roadblocks:</u> Lack of uniform data collection in state government. Small businesses (five or less employees) who "do not have time" to set such policies.</p> <p><u>Keys to success:</u> Businesses understand the economic impact of traffic crashes on the "bottom line."</p> <p><u>VT's Business Community:</u> Involving Vermont's business groups and organizations before implementation will give businesses an "ownership" position in the implementation of this highway safety strategy that will impact their employee's workplace, which may be essential in achieving public policy support for the strategy.</p>

5.1.5 Reducing Impaired Driving

The experts at the national level tell us that people drive after having too much to drink 50 to 200 times before being arrested and that 2/3 of the people who drove after having too much to drink and who were involved in a crash never were arrested before for DUI. Vermont surveys of the population tell us that a large proportion of the Vermont population do not think that they are likely to be arrested for driving under the influence. A police officer on our task team corroborated this finding by explaining that often those he arrested for DUI told him that they never thought that they would be caught. Many of the members on our task team had experiences with people being arrested and then for whom their cases were dismissed or charges were reduced thus diminishing the court system.

The set of strategies identified by our task team aims at increasing the perception that both arrest and punishment will happen. Both of these are necessary for having credible enforcement and adjudication processes that can deter impaired driving. Further more some of the strategies proposed will empower individuals with the understanding of what is being impaired and what are the consequences of driving while being impaired to self and others.

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CEA 5	Reducing Impaired Driving
Strategy 1	Improve the public awareness of impairment
Targets	Crashes involving operators who drove after drinking; The general public and males aged 18-35
Implementation	<p>Print and television/radio media campaigns: First by creating a message aimed at the general public and then by creating a targeted message at high risk population segments, combined if possible with messages in the strategy related to creating the public perception that apprehension is likely. Use a mixture of Public Service Announcements and paid media.</p> <p>Informational brochures and posters: Distribute in targeted establishments and general outreach through employers; Creation of a MADD-like state Office.</p>
Time Frame	Short Term (1 to 2 years)
Output	Messages targeted to the general public and male drivers written, produced and aired; Informational brochures and posters created and distributed in bars, all DMV offices, public and private high schools and hospitals; paycheck stuffer; One MADD-like state Office within a year of the acceptance of the SHSP by FHWA.
Outcome	An increase in the personal understanding of when a person is impaired as measured by annual surveys
Data Needed	Currently available crash data can be used to implement print and television/radio media campaigns since trends in alcohol related crashes have remained unchanged over the last years; Vermont crash data collection system will provide information to track improvements related to crashes; Initial measure of understanding of impairment and continuous polling.
Data Collection	VAOT
Funding	402 funds
Entities Involved	Print and television/radio media campaigns & Periodic educational segments on the news: GHSP, Dept of Liquor Control, Dept of Health, Dept of Education; Informational Brochures and Posters: GHSP, Dept of Liquor Control, Dept of Health, Dept of Education for the creation. Same organization plus DMV for distribution; MADD-like State Office: GHSP, Dept of Liquor Control, Dept of Health, Dept of Education will spearhead the effort of launching a MADD-like Office.
Measure of Performance	Paycheck stuffer that reached 10% of the working population per year; One MADD-like state Office within a year of the acceptance of the SHSP by FHWA; number of messages aired.
Notes:	Concerning the creation of a MADD-like state Office: MADD is too bureaucratic for a small state like Vermont. Establish a similar independent organization.

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CEA 5	Reducing Impaired Driving
Strategy 2	Improve the public awareness of the consequences of impaired driving
Targets	<p>General Public: current vehicle operators; Future vehicle operators; Vehicle operators renewing their licenses & registering vehicles; Driver-ed students</p> <p>Servers and Sellers: Restaurant, Bar and Club owners, managers, wait-staff and bartenders</p>
Implementation	<p>Play videos that carry compelling messages about the risks and impacts of DUI including stories told by victims of DUI crashes, and other video clips in a variety of high traffic sites (e.g., Motor Vehicle Offices Waiting Rooms, Middle and High Schools, Driver-ed Classes) and at training sessions provided for retail alcohol sellers and servers.</p> <p>Create messages aimed at both the general public as well as targeting high risk population segments.</p>
Time Frame	Short Term (1 to 2 years)
Output	<p>Several compelling videos which will vary as to their length and content and accompanying high impact print materials to be distributed to all motor vehicle office waiting rooms, middle and high schools, driver education classes, libraries for playing and display.</p> <p>Incorporation of the videos and print materials in Driver's Education programs and in training sessions for all alcohol business owners, managers, servers and sellers</p>
Outcome	Increased awareness of the DUI problem as measured by annual surveys; Increased awareness of the impacts of DUI on the part of server trainees; Fewer cases of patrons being over-served
Data Needed	Video footage of several victims from Vermont telling their story about the impact of DUI crashes on their lives has already been recorded and is available, however more material would be beneficial; Compelling segments of other DUI victims and related subject matter are also available; Versions of the videos for specific lengths and uses will need to be developed; Print materials will need to be found and/or developed; before and after survey of the understanding of the DUI problem
Data Collection	Online search and library search for available print and video materials; Collect information about numbers and types of sites to be included in the program
Funding	402 funds
Entities Involved	Dept of Motor Vehicles, Dept of Corrections, Dept of Education, GHSP, Dept of Liquor Control, Dept of Health, High School and Colleges
Measure of Performance	The number of establishments and training programs that plays the videos and display the printed materials; number of messages aired
Notes:	<u>VT's Business Community:</u> Involving Vermont's business groups and organizations before implementation will give businesses an "ownership" position in the implementation of this strategy that will impact their employee's workplace, which may be essential in achieving public policy support for the strategy.

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CEA 5	Reducing Impaired Driving
Strategy 3	Create the public perception that DUI apprehension is likely
Targets	Information shall be generalized to include all members of the public with special attention to those more prone to DUI arrest
Implementation	<p>Greater publicizing of existing enforcement programs: Implementation of this strategy first comes with a standardized policy utilized by all Vermont police agencies to include State, Municipal, and Sheriff Departments. Having a standard policy targeting DUI apprehension will ensure consistency throughout the state and avoid confusion.</p> <p>Print and television/radio media campaigns: First by creating a message aimed at the general public and then by creating a targeted message at high risk population segments, combined if possible with messages in the strategy related to improve the public awareness of impairment. Use a mixture of Public Service Announcements and paid media.</p> <p>High-visibility checkpoints and saturations patrols: Continue the Statewide periods of increased enforcement through the Local DUI Enforcement program. Ensure before and after media coverage. Heighten DUI enforcement through Safe Highways Accident Reduction Program (SHARP) by increasing the proportion of hours used for DUI enforcement. Establish a pilot program of "Phantom" Checkpoints.</p> <p>Awareness of DUI Hot-Lines: Use paid print media and mention the numbers (888-GET-ADWI) in DUI press releases.</p>
Time Frame	Short Term (1 to 2 years)
Output	Greater publicizing of existing enforcement programs will rely upon each agency. Departments will have to develop contacts with their local television stations, newspapers and radio stations. The goal will be to include also local businesses. Having community ties will greatly increase public awareness above media coverage; A goal for increasing the number of DUI arrests and publicizing events again relies on individual departments as department size and funds dictate additional enforcement details. At a minimum, the media will be informed of all efforts related to checkpoints; For the "Phantom" Checkpoints pilot program, a minimum of 4 set ups per weekend over the study period; Messages targeted to the general public and male drivers written, produced and aired; List numbers for DUI Hot-Lines as appropriate whenever an article is published in a newspaper. Specific ads to appear at a minimum of three times during the year to correspond with high DUI-prone months.
Outcome	An increase in the perception of being arrested; An overall reduction in the number of DUI incidents by 15% yearly by 2010
Data Needed	<p>Past and present data will be used to determine the severity of DUI's within the state. Information shall include: number of arrests, number of DUI related crashes (by severity) and highest number of incidents by town and roadways. Make this information available to the public in order to avoid false perceptions regarding DUI's.</p> <p>Currently available crash data can be used to implement print and television/radio media campaigns since trends in alcohol related crashes have remained unchanged over the last years.</p>

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Survey on the perception of being arrested.

Data Collection Not all enforcement agencies work under the same computer system, therefore each department should be responsible for collecting data to ensure accurate numbers. These statistics shall then be reported to GHSP to be combined in a final report; Vermont crash data collection system will provide information to track improvements related to crashes; Use the BRFSS to gauge changes increase in the perception of being arrested. Ensure that the question related to the likelihood of being arrested is part of the BRFSS each year until 2010.

Funding 402 funds

Entities Involved State, Municipal, Sheriff Departments and Town Constables shall be involved with the greater publicizing of existing enforcement programs, increase of DUI arrests and high-visibility checkpoints and saturations patrols.

Print and television/radio media campaigns: GHSP and Dept of Public Safety, Dept of Education, Media.

Awareness of DUI Hot-Lines: GHSP and Dept of Public Safety, all law enforcement departments.

Measure of Performance Standard policy on DUI apprehension; Number of messages aired; A pilot program of "Phantom" Checkpoints established

Notes: The DUI hotline is 888-GET-ADWI (888-438-2394) and not 800-GET-ADWI. The person who owns the roofing materials company who has the phone number 800-GET-ADWI (800-438-2394) gets about 2 to 3 calls a month from people wanting to report a drunk driver.

VT's Business Community: Involving Vermont's business groups and organizations before implementation will give businesses an "ownership" position in the implementation of this highway safety strategy that will impact their employee's workplace, which may be essential in achieving public policy support for the strategy.

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CEA 5	Reducing Impaired Driving
Strategy 4	Create the public perception that punishment is likely
Targets	All members of the public with special attention to those more prone to DUI arrest
Implementation	<p>Greater publicizing of DUI laws: Develop and distribute pamphlets through DMV. Ensure that DUI laws related to driving privilege are prominent in the Vermont Driver's Manual. Report to the media the consequences of DUI conviction.</p> <p>Strengthening of civil and criminal cases / Reducing or eliminating pleas: Educate prosecutors, draft legislation and held civil suspension final hearings within 42 days.</p> <p>Reducing the likelihood of suppression: Training to law enforcement community.</p>
Time Frame	Short Term (1 to 2 years)
Output	Pamphlets made available to DMV & Vermont Driver's Manual revised for 2008 edition or earlier. Introduction of DUI legislation to address DUI-Drugs, the civil suspension process, and penalties; Quarterly law enforcement trainings; A minimum of 1 monthly press releases on the consequence of DUI
Outcome	More people convicted for DUI; fewer cases suppressed or reduced
Data Needed	Monthly arrest and adjudication statistics; Number of cases dismissed or reduced to Negligent Operation after the filing of the initial DUI charge
Data Collection	Law enforcement, prosecutors and the courts
Funding	402 Funds for pamphlets
Entities Involved	Law enforcement community, State's Attorneys, VCJTC, GHSP
Measure of Performance	Passage of DUI legislation in 2007-2008 session; Regional trainings to prosecutors performed; Discussion with State's Attorneys
Notes:	

5.1.6 Curbing Speeding and Aggressive Driving

One of the primary reasons for most motor vehicle crashes is speed and aggressive driving, although it seems that these words have become interchangeable. The Vermont law enforcement community, at all levels, is using virtually every tool at its disposal to successfully combat this problem. Involving the general public, public policy makers and business groups and organizations in Vermont is one of the keys to a solution.

Creating the perception in the public mind that speeding and aggressive driving leads to apprehension and punishment is a proven tactic witness the highly successful “Click It or Ticket” program each year for the past four years. In this program, the use of seat belts spiked in excess of 80% percent because of the public's perception that disciplinary action would take place if individuals failed to buckle up. The same principle is established in two of these four strategies.

The remaining strategies are focused on educating the public that speeding and aggressive driving are actually dangerous. These strategies are accomplished in several ways including the use of Vermont's public media, Vermont's business community and the strengthening of the punishment piece of Vermont's laws governing speed and aggressive driving.

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CEA 6	Curbing Speeding and Aggressive Driving
Strategy 1	Create the public perception that punishment is likely
Targets	Vermont Legislature, general public, especially repeat offenders
Implementation	As soon as possible enact aggressive driving statute two or more violations equal penalty of 5 points with public education campaign
Time Frame	Short Term (1 to 2 years)
Output	Information for law makers; Introduction of new legislation
Outcome	Temper aggressive driving
Data Needed	Legislative support or opposition; Other organizations support or oppose
Data Collection	State and Federal agency statistics, VCJR, DNW, VAOT
Funding	None Required for legislation, Federal, State, Local and private for campaign
Entities Involved	GHSP for Education Campaign, State's Attorneys
Measure of Performance	New legislation introduced
Notes:	<u>Sub-Strategies:</u> Enact Legislation Public education campaign VT's Business Community: Involving Vermont's business groups and organizations before implementation will give businesses an "ownership" position in the implementation of this highway safety strategy that will impact their employee's workplace, which may be essential in achieving public policy support for the strategy.

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CEA 6	Curbing Speeding and Aggressive Driving
Strategy 2	Educating the public to why it is dangerous
Targets	Teen and young adults; drivers as they are forming their attitudes and creating habits; behavior changes
Implementation	Messages to teens developed by kids through media they use
Time Frame	Short Term (1 to 2 years)
Output	PSA's and other materials developed
Outcome	Change driver behavior to reduce aggressive driving behavior; modify poor driving habits
Data Needed	Current crash data; traffic ticket information; cost information to help public understand the costs of such crashes
Data Collection	Traffic Bureau, VAOT, FARS, DOH, DOL (wc)
Funding	Federal grants and philanthropic organizations; adequate funding to address the target group where and when it will reach them
Entities Involved	DOH, DOE, VAOT, VDPS, enforcement agencies and schools
Measure of Performance	Number of messages developed, aired, materials developed
Notes:	<p><u>Sub-Strategies:</u> Public education campaign</p> <p><u>Description:</u> Messages to teens through media they use; internet games, like Ford Driving Skills for Life. Take advantage of good programs already existing, if possible. Follow anti-smoking model; let kids develop psa's TV or radio</p>

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CEA 6	Curbing Speeding and Aggressive Driving
Strategy 3	Create the public perception that apprehension is likely
Targets	Aggressive and impaired drivers; new drivers
Implementation	Development of designated, statewide, coordinate, high-visibility enforcement mobilization annually during summer high-travel months supported by paid media about enforcement evaluation
Time Frame	Short Term (1 to 2 years)
Output	High-visibility enforcement Media messages to support enforcement Establishment of data baseline and continuation results
Outcome	Informed public resulting in reduced crashes
Data Needed	When and where speed and aggressive driving crashes occur; get question on YRBS (kids are being killed behind the wheel) do you buckle up... how often do you drive 10 mph over the speed limit; Number of hours of enforcement; number of officers; number of violations; number of messages
Data Collection	VAOT, FARS, GHSP, Enforcement agencies
Funding	State, Federal and/or Private funds
Entities Involved	Enforcement agencies, GHSP, public and private sector communications and media firms
Measure of Performance	Increased number of hours of enforcement and officers; number of messages aired
Notes:	<u>Sub-Strategies:</u> Enforcement Campaign Paid Media About Enforcement Evaluation <u>VT's Business Community:</u> Involving Vermont's business groups and organizations before implementation will give businesses an "ownership" position in the implementation of this highway safety strategy that will impact their employee's workplace, which may be essential in achieving public policy support for the strategy.

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CEA 6	Curbing Speeding and Aggressive Driving
Strategy 4	Improvements in the education of novice drivers
Targets	Driver Education community and novice drivers
Implementation	Incorporate driver attitude component as a part of driver education course
Time Frame	Short Term (1 to 2 years)
Output	Improved driver education curriculum increasing awareness of driver attitude
Outcome	Better driver exam scores and reduction of aggressive driving behavior
Data Needed	YRBS, survey instrument, test scores, where driver ed is taught - schools and commercial instructors (DOE in school instruction, DMV commercial schools)
Data Collection	DOE, DMV, other appropriate agencies
Funding	Federal, State, Local and private
Entities Involved	DOE, DMV, Schools, Commercial Schools, VDTSEA
Measure of Performance	Number of schools and commercial instructors who are offering the new driver attitude module
Notes:	<p><u>Sub-Strategies:</u> Driver education component about driver attitude</p> <p><u>VT's Business Community:</u> Involving Vermont's business groups and organizations before implementation will give businesses an "ownership" position in the implementation of this highway safety strategy that will impact their employee's workplace, which may be essential in achieving public policy support for the strategy.</p>

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CEA 6	Curbing Speeding and Aggressive Driving
Strategy 5	Remedial driver education course
Targets	Repeat offenders
Implementation	Implement remedial driver education course to reduce points
Time Frame	Short Term (1 to 2 years)
Output	Training course that leads to reduce violations by repeat offenders
Outcome	Reduced violations by repeat offenders
Data Needed	Eligibility criteria; Eligible pool of drivers; Potential number of license-point candidates
Data Collection	DMV
Funding	Startup funding to develop program & curriculum (e.g., 402 Funds)
Entities Involved	DMV, traffic school instructors, law enforcement agencies
Measure of Performance	Establishment of adequate resources to meet the demand; instructors, curriculum
Notes:	<p>Don't want to "mask" cdl drivers with large number of points</p> <p>VT's Business Community: Involving Vermont's business groups and organizations before implementation will give businesses an "ownership" position in the implementation of this highway safety strategy that will impact their employee's workplace, which may be essential in achieving public policy support for the strategy.</p>

5.1.7 Keeping Drivers Alert

In today's society, people's schedules are getting more and more hectic. People are always on the go, running from one place to another with little time to spare and often, this forces them to be doing other things while driving. These multi-tasking demands are creating hazardous conditions on our highways. Drivers today are finding themselves cognitively distracted or sleep-deprived or both because of the demands on their time by business and personal obligations.

Inattention and fatigue is responsible for up to 80% of motor vehicle crashes in the country and up to 25% of the major crashes in Vermont. And, by all indications, this is not an issue that is going away. Crash data for Vermont shows that the majority of the major crashes caused by fatigue happen to male drivers on state highways in rural areas between the hours of 10am and 6pm.

In general, our task team feels that drivers are unaware of the dangers associated with inattentive driving and drowsiness. Our task team also recognizes that various types of technologies affect how people are driving, but singled out the use of cell phones because of its conflicting demand with the driving task.

This CEA presents several strategies targeting the cause for the inattention (cell phones) and roadway solutions for fatigue (rumble strips) as well as an aggressive, enhanced awareness program focusing on the dangers associated with distractions and fatigue and the effectiveness of safety rest stops.

The collaboration between behavioral adjustment and roadway improvement is expected to be a useful tool in combating this very serious issue.

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CEA 7 Keeping Drivers Alert

Strategy 1 Enact cell phone restriction legislation

Targets All drivers (See outcome)

Implementation Legislature

Time Frame Short term (1-2 years)

Output Input to legislature by safety partners, general public and administration in terms of data and success in other states

Outcome Prohibition of cell phone usage for young drivers (under age of 18)
Prohibition of hand held cell phones for drivers over the age of 18
Prohibition of cell phone usage for school bus drivers (except in event of emergency)

Data Needed Cell phone usage study similar to safety belt campaign. Information, data, details and stories of other states with cell phone laws enacted.

Data Collection GHSP, VAOT, Dept. of Labor, VCJR

Funding Funding necessary for data collection.

Entities Involved VT Municipal Highway Assoc., GHSP, VT State Police, Sheriffs and State's attorney Association, Attorney General Office, VAOT

Measure of Performance Laws passed

Notes: Sub-Strategies: Outreach to employer groups, cell phone industry

Potential Roadblocks: Politics

Keys to Success: Unified approach by affected agencies and safety partners. Support from key lawmakers and the administration.

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CEA 7	Keeping Drivers Alert
Strategy 2	Install shoulder and/or centerline rumble strips
Targets	Non-interstate paved highways
Implementation	Prioritize based on AADT and target areas with documented crashes.
Time Frame	Short term (1-2 years)
Output	Number of miles and locations treated
Outcome	Reduction in crashes associated with driver inattention.
Data Needed	Crash data to identify locations with high numbers of lane departure crashes.
Data Collection	VAOT, DMV, VT State Police, Municipal police
Funding	VAOT Highway Safety Improvement Program, High Risk Rural Roads program with local match, local funding
Entities Involved	VAOT, VLCT, Regional Planning Commissions, law enforcement
Measure of Performance	Significant Reduction or elimination in lane departure crashes in treated areas associated with driver inattention.
Notes:	<p><u>Sub-Strategies:</u> Improved line stripping reflectivity and annual miles of new pavement marking applied</p> <p>Pilot program to evaluate effectiveness.</p> <p><u>Potential Roadblocks:</u> Concerns by motorcyclists and bicyclists, noise</p> <p><u>Keys to Success:</u> Accurate identification of locations/corridors of concern.</p>

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CEA 7	Keeping Drivers Alert
Strategy 3	Enhance effectiveness/awareness of safety rest stops
Targets	Long distance travelers
Implementation	<p>Outreach through education, television/radio campaigns, PSA's and signs along national highway system routes. (Take a Break)</p> <p>Improve existing rest area facilities and work with private industry on establishing (Oasis program) a public/private partnership to give drivers an opportunity to get off the road, park, rest, etc. (Take a Break Here)</p>
Time Frame	<p>Short term (1-2 years) for outreach, increased utilization of existing facilities</p> <p>Short term (1-2 years) identification of needs based on data collection</p> <p>Mid – Long terms: Implementation of adequate facilities along high use corridors</p>
Output	Clear and concise reminder messages to “Take a Break for Safety Sake”. Increased awareness through employers
Outcome	<p>Decreased number of crashes involving a drowsy/fatigued driver</p> <p>Increased number of locations for public/private partnership enterprises</p>
Data Needed	Origin/Destination data to determine/confirm long distance corridors. Rest area/rest stop locations, parking availability.
Data Collection	VAOT, BGS, ACCD
Funding	Signage and infrastructure (VAOT and possibly private entities), Employer outreach (Dept. of Labor)
Entities Involved	VAOT, BGS, VT Truck and Bus Association, Dept. of Labor
Measure of Performance	<p>Number of media campaigns, PSA's</p> <p>Adequate facilities available and utilized</p>
Notes:	<p><u>Sub-Strategies:</u> Work with employer's who employ long haul drivers</p> <p><u>Potential Roadblocks:</u> Increased maintenance.</p> <p><u>Keys to Success:</u> Long term commitment to maintaining improvements</p> <p><u>VT's Business Community:</u> Involving Vermont's business groups and organizations before implementation will give businesses an “ownership” position in the implementation of this highway safety strategy that will impact their employee's workplace, which may be essential in achieving public policy support for the strategy.</p>

Strategic Highway Safety Plan for Vermont

CEA 7	Keeping Drivers Alert
Strategy 4	Increase driver awareness of dangers associated with distractions while driving
Targets	Crashes where driver distraction is a factor
Implementation	<p>Print and television/radio media campaigns: First by creating a message aimed at the general driving public and then by creating a targeted message at high risk population segments, (i.e. parents, teen cell phone users). Use a mixture of Public Service Announcements and paid media.</p> <p>Informational brochures and posters: Distribute in targeted establishments and general outreach through employers</p>
Time Frame	Short term (1-2 years)
Output	Number of messages to the general driving public and the targeted audiences
Outcome	Reduction in crashes
Data Needed	Improved crash data reporting related to all types of crashes, including driver distraction and type of distraction.
Data Collection	VAOT, GHSP, law enforcement at all levels
Funding	VAOT, GHSP, Dept. of Labor
Entities Involved	VAOT, GHSP, DMV, Dept of Labor, Dept of Ed., private industry and associations, VT Broadcaster's Assoc, VT Press Assoc.
Measure of Performance	Increased awareness resulting in a reduction in crashes
Notes:	<p><u>Sub-Strategies:</u> Updated/improved inclusion in Driver training manuals. Warnings in device manuals (i.e. cell phones)</p> <p><u>Potential Roadblocks:</u> Lack of understanding of severity of this issue.</p> <p><u>Keys to Success:</u> Consistent, personal and concise messages. Wide spread and ongoing public and private support for a strong outreach program.</p> <p><u>VT's Business Community:</u> Involving Vermont's business groups and organizations before implementation will give businesses an "ownership" position in the implementation of this highway safety strategy that will impact their employee's workplace, which may be essential in achieving public policy support for the strategy.</p>